

MOHAMED SHELBAYA' 90
CEO of PepsiCo Egypt Group

Currently based in Cairo, Mohamed Shelbaya is the CEO of PepsiCo Egypt Group, the global food and beverage leader with net revenue of over \$63 billion and a product portfolio that includes Quaker, Tropicana, Gatorade, Frito-Lay and Pepsi-Cola, to name a few

Mohamed Shelbaya is a PepsiCo veteran with over 27 years of experience across Middle East and North Africa's business models and markets. Prior to assuming his current role, Shelbaya was the Vice President of MENA Snacks Category where he played a critical role in driving the snacks business growth and leading the MENA snacks innovation revenue to unprecedented levels.

Prior to this role, Mohamed was General Manager, Egypt Snacks where he grew the business double digit year on year, achieving break-through results on market share and equity metrics.

Shelbaya has held a wide range of roles since joining the company back in 1994. He was the Vice President of PepsiCo's bottling operations for Saudi Arabia and Yemen, and had previously served as Sales and Customer Development Director for the Middle East & Africa. He also held other leading positions in Marketing and Sales.

Going back through his thread of success before joining PepsiCo, Shelbaya set off his career in advertising working for Saatchi & Saatchi in Egypt and the GCC.

